



ALEXA SPIROFF

CREATIVE CONTENT DIRECTOR/PRODUCER | ART DIRECTOR

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WHO I AM

As a seasoned art director and content director/producer with a foundation in creative advertising, I bring brands to life through cohesive, visually compelling content and storytelling. Guided by a keen design sense and strong vision, I lead and collaborate with cross-functional teams, from concept to delivery, to create innovative content that elevates brand identity and resonates with audiences. Having worked for global agencies and brands, I'm familiar with all creative development & production phases.

EDUCATION

BRIGHAM YOUNG UNIVERSITY, PROVO

2014 - 2019

B.A. in Communications (**ADLAB**)

Emphasis in:

Creative Advertising, **Art Direction**

SKILLS

Creative Direction, Photo & Video Production (Pre to Post), Concept Development, Creative Leadership, Art Direction, Social Media, Set Design, Brand Direction, Project Management & Budgeting, Trend Awareness, Cross-Functional Collaboration, Adobe Creative Suite, AI Tools, Figma, Vendor & Talent Coordination

AWARDS & EXPERIENCE

2019 One Club for Creativity - Young Ones Portfolio Winner

- Film/Television/Branded Content Category

2019 Emmys - Official Winner, Student PSA or Commercial

2018 TELLY Award - 1 x Gold

2018 Clios - 1 x Silver, 2 x Bronze

MOONSET LLC, FOUNDER, CREATIVE CONTENT DIRECTOR

Jan 2022 - Present

Provide creative direction, production, and design services to enhance brand aesthetics and streamline project workflows for production companies, agencies, and creative entrepreneurs. Lead teams of talent and freelancers to deliver cohesive, elevated brand assets that maintain visual standards and align with each client's unique brand vision.

MICHAEL TODD BEAUTY, CREATIVE CONTENT DIRECTOR, ART

May 2024 - Present (Freelance)

Facilitated brand shoots for product launches. Art directed set designs for holiday photo assets to be used across print and digital media. Designed custom sets and directed looks, presenting mood boards and clearly articulating the creative vision to clients to elevate brand identity.

STACK ATHLETICS, CREATIVE CONTENT DIRECTOR

Oct 2023 - March 2024 (Contract)

Led content initiatives for Stack Athletics, shaping the artistic direction of brand and campaign shoots. Directed and managed the creation of visually compelling paid social ads using graphic design, photography, and video. Collaborated with cross-functional teams and a roster of creators, ensuring alignment with brand aesthetics and delivering high-quality content that resonates with target audiences.

SPOTTER GLOBAL, CREATIVE CONSULTANT

Aug 2023 - Oct 2023 (Contract)

Spearheaded a comprehensive brand refresh for printed marketing materials. Art directed the visual design for pop-up event booths, social videos, email campaigns, and digital ads ensuring consistency across all brand assets.

NBA / UTAH JAZZ, PRODUCTION DESIGNER

Feb 2023 (Freelance)

Crafted and executed production design for a high-profile short film during NBA All-Star Weekend, ensuring a visually compelling narrative that aligned with the overall storytelling.

VCCP NEW YORK, CREATIVE LEAD

Jan 2023 - Feb 2023 (Freelance)

Led the production of winter-themed content, collaborating with talent and crew to craft cohesive, brand-aligned assets, from concept to delivery.

TBWA\CHIAT\DAY LA, ART & CONTENT LEAD

Jun 2022 - Aug 2022 (Freelance)

Concepted and art directed content and set designs, articulating the creative vision to clients while ensuring consistency in aesthetics and messaging. Directed production crew on set. Oversaw freelancers to bring the creative vision to life. Handled budgets and collaborated with cross-functional teams to ensure alignment with brand vision and timely delivery. Developed streamlined workflows and maintained strong vendor relationships.

MULLENLOWE LA, ART DIRECTOR, CONTENT CREATOR

Jun 2019 - May 2022 (Full-time)

Spearheaded the agency's first in-house, remote content shoots, enhancing creative capabilities. Conceptualized, art directed, and produced branded content for Grey Goose and Corona, elevating their visual identity across social platforms. Presented clients with detailed visual concepts, including set designs, color schemes, props, and lighting. Developed mood boards and graphics to establish a fresh look and feel that aligns with the brand's goals.